

## **CHAPTER I**

### **INTRODUCTION**

This chapter will introduce the study that the topic has been chosen, based on the topic research background has been written. The background will be followed by a discussion of the problem, including the research objectives and the benefits.

#### **Background of the Study**

The most basic form of human communication is language. Language expresses meaning, ideas, or thoughts to other people through sounds, symbols, and words. The study of how people exchange meanings through language and as a system for expressing meaning in context. Social norms restrict language because it is a medium of communication. A language is a tool people use to keep their relationships with one another strong. Thus, language is the common spoken, manual, or written symbols used by people to express themselves as members of a social group and contributors to its culture. Understanding a language's meaning is the goal of language study. The study of language meaning is known as pragmatics in linguistics.

The study of pragmatics focuses on how the context of an utterance affects its meaning. One field of study that looks at how context affects meaning is pragmatics. The interpretation of linguistic meaning in context is the focus of pragmatics. Language use and going beyond the literal meaning are two aspects of pragmatics. Pragmatics focuses on the aspects of meaning that linguistics alone cannot predict, and it also considers knowledge of the physical and social world. Knowing how language relates to the context in which it is used is known as pragmatics. People use their words to perform actions when they speak because language is used to perform actions that impact the listener and explain words. Speech acts are actions that are performed through utterances.

Speech acts are a form of pragmatics where people speak with intent rather than just using words or phrases. There is a phrase that people use when they speak. The speaker's facial expressions are a part of expressive speech acts. Many

expressions are used in expressive speech acts, including arguing, thanking, criticizing, hating, Etc. In this study, the researcher focuses on analyzing the expression of hatred as one of the expressive speech acts. Hate expression is defined as an act committed by individuals or groups in the form of provocation, incitement, insults, blasphemy, defamation, and the spread of lies about race, skin color, gender, ethnicity, physical disability, sexual orientation, citizenship, religion, and other factors (Subyantoro:2010).

Paula Fortuna (2017) defined hate expression as a language that attacks or diminishes, that incites violence or hatred against groups based on specific characteristics such as physical appearance, religion, descent, national or ethnic origin, sexual orientation, gender identity, or other, and it can occur with different linguistic styles, even in subtle forms or when humour is used. Hate expression is words, behaviours, and writings used by individuals or groups to provoke, incite, or insult other individuals or groups. Hate expression frequently touches on various topics, including race, colour, ethnicity, gender, disability, sexual orientation, nationality, religion, and others (Teja, 2017).

Technological advancements have created a new platform for sharing our ideas in this modern era. Social media can be accessed via cell phones, now known as smartphones, and social media as a means of communication is rapidly increasing. We can easily communicate with smartphones because they provide SMS, MMS, chat, email, browsing, and many other features that social media users can take advantage. According to (Nasrullah, 2015), social media is a web-based medium that allows users to connect, coordinate, share, and communicate with other users to form virtual social bonds. Recognition (cognition), communication (communicate), and cooperation are three forms of social meaning in social media (cooperation).

Instagram is one of the most popular social media platforms today. Instagram is a social media platform that allows users to share and upload photos to other users ( Rahman, 2014). (Mursito, 2006) was defined as Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them with a variety of social networking services, including Instagram's own. Instagram

is unique because it cuts photos into square shapes resembling Kodak Instamatic and Polaroid cameras. Instagram also has a comment field, allowing anyone to express their thoughts, positive or negative. Looking at the comments section, we will see some harsh words, insults, or defamation, which may incite hate speech. With the advancement of existing technology, social media has emerged as one of the new media platforms for people to communicate and express themselves freely. A gap allows both positive and negative impacts to enter where there is freedom. The issue of communication ethics is becoming more prevalent as technology advances. Hate speech is one example, and the number of cases on online platforms continues to rise, creating a phenomenon that is causing concern about its impact on the world.

The existence of the right to free expression and information that has almost no boundaries about privacy are two factors that contribute to the spread of hate speech. When it comes to hate speech on social media pages, ignoring it can significantly impact. Because a written speech incites, provokes, and even causes mental and physical harm and causes division. For instance, consider the Instagram account Gothamchess, whose case went viral on social media. This case happened because of his defeat in the online chess match Chess.com on March 2, 2021, against Dewa\_kipas from Indonesia. Not accepting the defeat, Gothamchess considered that Dewa\_kipas was cheating in the match; this triggered Gothamchess fans to report the Dewa\_kipas account on Chess.com. Because of that incident made Ali Akbar, the son of Dewa\_kipas, angry and wrote his story about Dewa\_kipas on his Facebook, which went viral. After reaping the controversy, netizens were furious and affected Gothamchess's social media, including Instagram.

For example, the following are some hate speeches found in the Gothamchess Instagram comment column: account @bagas\_hryo: *LOOSERR IDIOTTTTT*, account @anxietyboyy.af: *Fcking clown hahaha*, account @gumballsadcat: *Fuck you losers*, account @amaaaan18: *u called yourself a pro player? Please just kll urs3lf then*, and account @alpacino.96: *LOL already lost, not admitting defeat, you only noob*. All forms of hate speech, both intentional and unintentional, spread on social media pages have the potential to harm other people

or groups. From a pragmatic standpoint, this is why it is critical to distinguish between different categories of hate expression, the strategies of hate expression, and the function of hate expression.

Previous research (Yulianti et al., 2020) discussed "The Analysis of Hate Speech Against Netizen Comments on the Najwa Shihab YouTube Channel." In this study, the analyst wanted to know about Netizen's comments about hate speech and illocutionary acts on the Najwa Shihab YouTube channel. The result of the study analysis found there were nine forms of hate speech. Furthermore, two types of hate speech were identified as the most common styles of speech used by the public when leaving comments on social media. "Form of Hate Speech, Assertive Speech - Insult" and "Form of Hate Speech, Assertive Speech - Defamation" were the forms of the speech. Another previous study was by (Al Hiti, 2019). The study discusses Racial hate speech in Rwandan newspapers. The study tried to identify the speech acts employed in the newspaper. The result of the study shows that the main findings are that directives are the most commonly used in disseminating racial hate speech, and indirect speech acts outnumber direct speech acts.

This current study is different from those previous studies, previous studies only discussed the types of expressions of hatred and what types were most often used, and this became a research gap from previous research. Meanwhile, this current study tries to examine the categories of hate expression, hate expression strategies, and the function of hate expression. The current study aims to enrich, complete, and extend the previous studies containing categories, strategies, and functions of hate expression. The researcher analyzes it based on Mondal (2017), Culpeper (1996), and Culpeper's (2011) theory. According to the explanation above, conducting this research is essential. The objectives of the research are (1) to find out the categories of hate expressions used on Gothamches's Instagram account, (2) to find out the strategies of hate expression used on Gothamches Instagram account, and (3) to find out the function of hate expression is used on Gothamches Instagram account.

Based on the description above, the author is interested in conducting research titled “AN ANALYSIS OF HATE EXPRESSION ON GHOTAMCHESS INSTAGRAM COMMENTS : PRAGMATIC STUDY.”

### **Problem of the Study**

To find out what hate expressions are in the Ghothamcess Instagram comment column, the author must analyze and examine hate expressions' categories, strategies, and functions. So the formulation of the problem of this thesis is:

1. What are the categories of hate expression used on the Gothamchess Instagram account?
2. What are the hate expression strategies used on the Gothamchess Instagram account?
3. What functions of the hate expression used on the Gothamchess Instagram account?

### **Research Objective**

The objective of the study was:

1. To find out the categories of hate expression used on Gothamches's Instagram account.
2. To find out the strategies of hate expression used on Gothamches's Instagram account.
3. The function of hate expression is used on Gothamches's Instagram account.

### **Significance of the Study**

The findings of this study can add knowledge of the categories of hate expression, the strategies of hate expression, and the function of hate expression can increase a study analysis of hate speech.

1. For students, expanding the knowledge about the categories of hate expression, the strategies of hate expression, and the function of hate expression can increase a study analysis of hate speech.
2. For the teachers, the material input and consideration that may be beneficial to improving knowledge about the categories of hate expression, the strategies of hate expression, and the function of hate expression can increase a study analysis of hate speech.
3. For the readers, understanding the categories of hate expression, the strategies of hate expression, and the function of hate expression can increase a study analysis of hate speech.